

What's new in ICT, popular culture & media?



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Moderation Day – 5 March 2013



Horizon Report 2013 Higher Education Edition

Time-to-adoption 1 year or less

- MOOCs (Massively Open Online Courses)
- Tablet computing



Time-to-adoption 2 to 3 years

- Game-based learning
- Big data and Learning analytics

Time-to-adoption 4 to 5 years

- 3D printing
- Wearable technology



<http://www.nmc.org/publications/2013-horizon-report-higher-ed>



CSIRO

- Digital Productivity & Services (DPAS)
- \$40 million research initiative
launched Jan 2013.

Trends for 2013 (Geoff Heydon):

- Continued rise of mobile & broadband **apps**, replacing web browsers.
- **Sensors** for everything. Computers are in nearly every electrical device - cars have 50-100 computers that use sensors all over the car to measure things. Sensors can measure water purity for oysters or detect fungus in grapes & send data to whole networks.
- **Online broadcasters take on the media moguls.** Internet TV will challenge traditional broadcasting, enabled by the NBN. ISPs & smart TVs offer on-demand video; YouTube is massively increasing its HD content; next generation of high quality TVs out soon. Broadcasters have more online catch-up content, but not so much high quality video.
- CSIRO working with NICTA & NBN Co. on a **Social TV** trial. In the future, video services will transition seamlessly between mobile & fixed devices.

<http://csironewsblog.com/?s=top+3+tech+trends>

Australian Online Landscape Review (Dec 2012)

- 15 million Australians online.
- 31% of the online population are 50+ (the largest demographic).
- Use of mobile page views has increased 74% since Jan 2012.
- 11 million Australians streamed video content online in Dec.
- Males consumed 33% more video streams than females.



<http://www.nielsen.com/au/en/news-insights/press-room/2012/australian-online-landscape-review-december-2012.html>

Top 10 brands (Dec 2012)

1. Google
2. Facebook
3. Mi9 (Microsoft & Nine)
4. YouTube
5. Microsoft
6. Yahoo!7
7. Apple
8. eBay
9. Wikipedia
10. Skype

<http://www.nielsen.com/au/en/news-insights/press-room/2012/australian-online-landscape-review-december-2012.html>



Nielsen Australian Multi Screen Report Q3, 2012

- 4 key screens – TV, PC, tablet, mobile.
- TV is the hub of our screen activity.
- Viewing of TV is strong & stable (av. 100 hrs/mth).
- 93% of all TV viewing is live.
- People prefer to watch video content on the largest screen available (95% of all video viewing is on TVs).
- Internet connected TVs are in 18% of homes (used for videos & news).
- TVs increasingly used for gaming, DVDs, internet, playback viewing.
- 22% of homes have at least one tablet device.
- 56% of Austns aged 16+ own a smartphone.
- 78% of households have the internet.
- 60% of online Austns use TV & computer together (dual screening).



Nielsen VideoCensus (Oct 2012)

- 75% of online Australians stream videos.
- YouTube is the leading site – visited by 88% of video viewers.



<http://www.nielsen.com/au/en/news-insights/press-room/2012/75-percent-of-online-australians-streaming-videos---nielsen-vide.html>

Top Brand Video Streaming Websites (Dec 2012)

1. YouTube
2. VEVO (music)
3. Facebook
4. Mi9
5. The CollegeHumor Network
6. ABC Online Network
7. Yahoo!7 Network
8. smh.com.au
9. Dailymotion
10. Apple

Gangnam Style – now viewed 1 382 041 395 times on YouTube (3/3/13)

Nielsen VideoCensus (Oct 2012)

Top Entertainment Video Streaming Websites (Oct 2012)

1. YouTube
2. VEVO
3. VEVO on YouTube
4. The CollegeHumor Network
5. Vimeo
6. Maker Studios on YouTube
7. Machinima on YouTube (games info)
8. Warner Music on YouTube
9. MOVIECLIPS on YouTube
10. ABC Online Network

- Entertainment videos reached 92% of all online video viewers.
- 18-24 year olds viewed most entertainment videos.

<http://www.nielsen.com/au/en/news-insights/press-room/2012/75-percent-of-online-australians-streaming-videos---nielsen-vide.html>

Harlem Shake



Top 10 best Harlem Shake versions

<http://www.youtube.com/watch?v=3R8HGsbI4QY>

Nielsen VideoCensus (Oct 2012)

Top News & Information Video Streaming Brands

1. Ninemsn News
2. smh.com.au
3. Yahoo!7 News
4. The Age
5. Rightster on YouTube
6. ABC News
7. news.com.au
8. Brisbanetimes.com.au
9. BBC
10. BBC on YouTube

- News & Info videos reached 47% of all online video viewers.
- 55+ year olds viewed most news videos.

<http://www.nielsen.com/au/en/news-insights/press-room/2012/75-percent-of-online-australians-streaming-videos---nielsen-vide.html>

Why would you do this at a café?



Previous slide: phonestacking

- At a cafe, friends stack their phones on top of one another.
- The first person who answers a call, or texts, or checks the internet, or uses their phone in any way, pays the bill 😊

The perils of social media?

- Facebook – 1 billion people, more than 240 billion photos, more than a trillion connections.
- Facebook's Graph Search – you can search for information, pictures & connections posted by your friends as well as public posts on Facebook.
- RIOT (Rapid Information Overlay Technology) – a social media mining tool that profiles people's activities, maps their contacts and predicts their future activities. It mines information people have already shared publically – on Facebook, Twitter etc
- The “reputation economy” – your online presence will replace your resume. You need to manage your online reputation & promote yourself.

<http://theconversation.edu.au/riot-gear-your-online-trail-just-got-way-more-visible-12146>

<http://www.forbes.com/sites/danschawbel/2011/02/28/the-reputation-economy/>

Teachers pay teachers

- An open marketplace for educators, where teachers buy, sell and share original teaching resources.
- Browse grade level & subject.
- Browse resource type (activities, PPTs, novel studies, printables, games, flashcards etc).
- Price - free, under \$3, \$3-\$5...\$10 +

<http://www.teacherspayteachers.com/>



HP Envy x2

- \$999
- Tablet-laptop hybrid.
- Feels like a laptop – full-sized keyboard & touchpad, 2 USB ports, HDMI cable port.
- Slide a switch and lift the screen out and use it as a Windows 8 tablet.



Other recent popular tech devices:

http://reviews.cnet.com/8334-6452_7-57568490/most-viewed-tech-on-cnet-right-now/?tag=nl.e404&s_cid=e404&ttag=e404

Asus Taichi 21

- \$1599 - \$1899
- Slender laptop
- Close the lid and you have an exterior screen like a tablet computer.
- Use the lid to show photos, share a website or run an app.



Clickview 24-7 Cloud

- Choose from 14 days of TV programs.
- Programs continuously recorded from 18 free-to-air channels.
- No need for any hardware or IT management.
- Free 7 day trial – order before end of March & get 10% discount.
- Includes Cloud Video Editor & 1.5TB of storage.
- You can edit programs & save them as playlists or download to desktop as an MP4 (great for mobile devices) or CLK file (add to ClickView video library).

02 9509 2600

www.clickview.com.au

EnhanceTV Direct

- A web-based streaming application providing access to the entire EnhanceTV archive. Access it via a web browser on any computer, including iPads and tablets.
- Archive = 11 500 educational TV programs, with 100 new programs added weekly. Programs date back to c.1998. New programs are available 3 – 5 days after broadcast.
- Download study guides.
- Trial for 3 months = \$280 flat fee.
- Annual sub. = number of students x \$3.65
- Streaming only service – no saving of content or uploading to other systems.
- Students view content shared to them by teachers. They cannot view the entire archive.
- Teachers email links to students or post links on intranet.



<http://www.enhancetv.com.au/direct/help.php>

Radio National: Future tense

- *Wikipedia: dealing with success and adversity* – interview with Sue Gardner (Executive Director, Wikimedia Foundation), 17 Feb 2013.
- Once the enfant terrible of the information world – now part of the establishment.
- Ongoing questions about the diversity of its volunteers (most are men), their motivation and Wikipedia's struggle for plurality.
- *The information bingers* – 20 Jan 2013. Guests: Ann Blair (Harvard), Clay Johnson (author *The information diet*).
- Info overload – is it a case of over-consumption as much as filter failure?
- Perhaps we are now consuming info in the same way we consume fast food – without control or moderation.
- We should try to focus, filter & forget.

<http://www.abc.net.au/radionational/programs/futuretense/wikipedia--dealing-with-success-and-adversity/4518876>

<http://www.abc.net.au/radionational/programs/futuretense/the-information-bingers/4305984#transcript>

Educating Gen Wi-Fi: how we can make schools relevant for 21st century learners by Greg Whitby

- Education is life – the most important thing schools can do is teach children how to learn throughout life.
- Teachers need to rethink everything they have been taught, including their role as sole authority.
- There is no longer a right or wrong way to learn nor a single model of teaching.
- Web tools and mobile devices are powerful tools.
- Teachers need to be supported in ongoing professional learning by close & regular collaboration with their colleagues.
- Class size is not an issue – research shows that the quality of teaching is much more important.
- Need for flexible, changing learning spaces.



Radio National interview 31/1/13: *Educating Gen Wifi*

<http://www.abc.net.au/radionational/programs/breakfast/educating-gen-wifi/4492686>

NBN

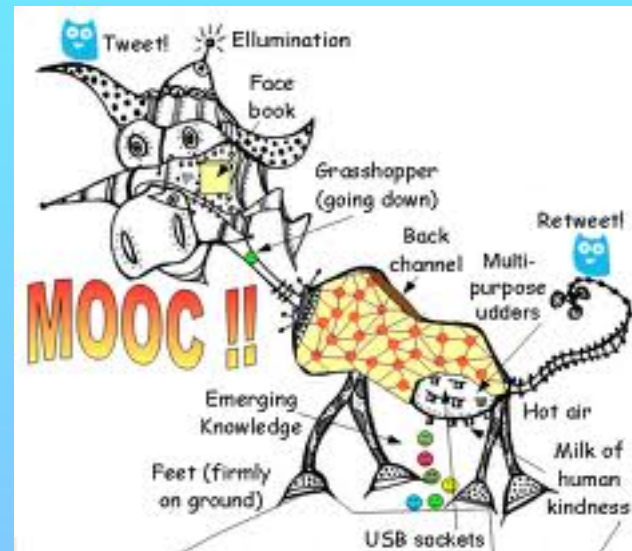
- 3 month study – 60 teachers (PLC & TAFE in Armidale, NSW and Willunga HS in S.A.).
- 82% of teachers said student learning experiences will be increased.
- 96% said the NBN will allow students to achieve more and increase teachers' PD & learning.
- Willunga students – C-grade students now getting As-grades; better learning for special needs students.
- PLC – used HD video conferencing to see dissections of hearts. School is moving to a more autonomous learning style.
- “Online collaborative learning supported by fast, ubiquitous broadband is motivating children to become even more engaged and successful in the subjects they learn.” – R. Olsen.
- NBN goal – 3.5 million homes, schools & businesses will be connected by mid-2015.



Maiolo, A. 2013, 'NBN shows its worth', *Education review*, issue 1.

edX – a MOOC

- The edX massive open online course platform was founded by MIT & Harvard in May 2012.
- Offers free courses for 900 000 students in many disciplines, with certificates awarded.
- Plans to create online learning software with interactive experiences, rather than just videos of lectures.
- EdX is non-profit & aims to provide free education for 1 billion people within the decade.
- India is the second largest consumer of MOOCs after the US.
- ANU & 6 other international institutions are joining edX.
- ANU courses will start in 2014: Astrophysics (taught by Nobel Laureate Brian Schmidt) and Engaging India (McComas Taylor).



<http://www.canberratimes.com.au/national/tertiary-education/anu-joins-edx-providing-free-uni-courses-online-20130221-2et0y.html>

E-learning

- NBN will lead to dramatic changes in pedagogy & access.
- Move towards global learning networks, MOOCs & the rise of mobile learning (m-learning).
- University education will move away from campuses & teacher-centred pedagogy towards learning networks, m-learning & student-centred pedagogy.
- NBN will erode the distinction between online and face-to-face teaching.
- Ericsson – by 2015, 80% of people accessing internet will do so from mobile devices.
- MIT MOOC since 2001 – 125 million have accessed; Udacity (Stanford) launched Feb 2012; Coursera (Princeton, Stanford et al) also launched Feb 2012.
- US Dept of Ed 2010 meta-analysis of 46 studies showed that the most powerful learning outcomes resulted from blended learning – a combination of face-to-face with online learning.



The good news?

- *Sydney Morning Herald & The Age* go “compact” Mon – Fri (ie. tabloid size) on 4 March.
- Will their journalistic integrity suffer?
- There will be more sharing of content.
- Their websites have more “popular” news -will the papers follow?
- Will hardcopy weekly newspapers disappear within 5 years?



<http://www.smh.com.au/business/media-and-marketing/fairfax-mastheads-go-compact-not-tabloid-20130221-2et9r.html>

Quality journalism

- *The Guardian* online - digital Australian edition to be launched this year.
- Global digital readership 39 million – Aust. is 4th largest market with 1.3 million users.
- Possible collaboration with Aust. not-for-profit news & features website *The Global Mail* (launched Feb 2012) - founded solely by Graeme Wood (co-founder of wotif.com)
- *The conversation* – “informed commentary & debate on the issues affecting our world”.
- Independent, not-for-profit news service sourced from the university & research sector.
- Launched March 2011 – co-founded by Andrew Jaspan (editor *The Age*); start-up funding by CSIRO, Monash, Uni. of Melb, UTS, Uni of W.A.
- Excellent articles on many topics for high school students – asylum seekers; alcohol & violence; global warming...

<http://www.abc.net.au/news/2013-01-16/guardian-launching-australian-online-edition/4466636>

<http://www.theglobalmail.org/>

<http://theconversation.edu.au/>

Reddit

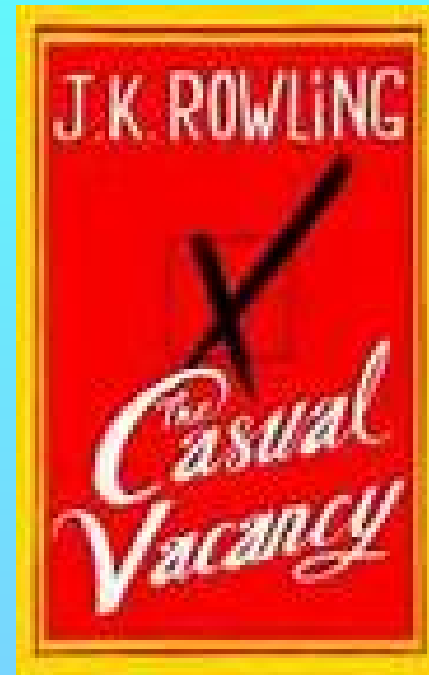
- “The front page of the internet”, founded 2005.
- Social news website – users submit content as a link or “self” post.
- Other users vote the submission up or down – which determines its position on the site’s pages.
- Entries are organised into areas of interest – “reddits”.
- Areas include: science, politics, world news, technology, music, aww, gaming, todayilearned, IAmA....
- IAmA – one of the most popular reddits eg I am Barack Obama. Ask Me Anything. (AMA).
- Obama’s AMA is the highest rated.
- Other AMAs – Bill Gates, Bear Grylls, Zac Braff, Stephen Colbert, scientist at Large Hadron Collider.

<http://www.reddit.com/>



Book news - Australia

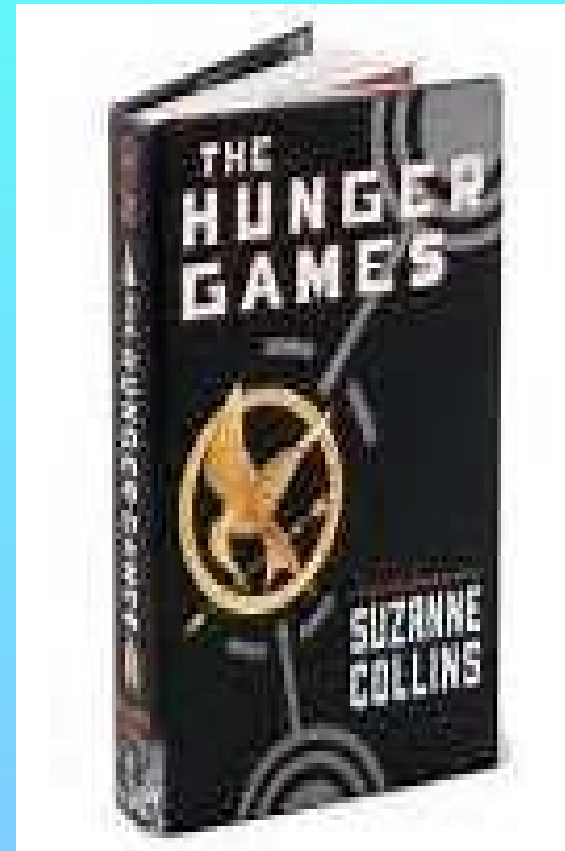
- *Fifty shades of grey* was top of the lists for 21 weeks – and then knocked off by Rowling's *A casual vacancy*.
- The number & value of books sold in 2012 decreased (56.6 mill. sold – a fall of 6.3%). Without the *Fifty shades* series, the decrease would have been 11.2%.
- Random House had increased sales - due to *Fifty shades*.
- Dymocks – 74 shops sold 500 000 more books than previous years but average price was down from \$23 to \$15.60. The tablet and e-reader have taken over.



Steger, J. 2013, 'Readers hunger for two trilogies', *Sydney Morning Herald*, 5-6 Jan, p. 6.

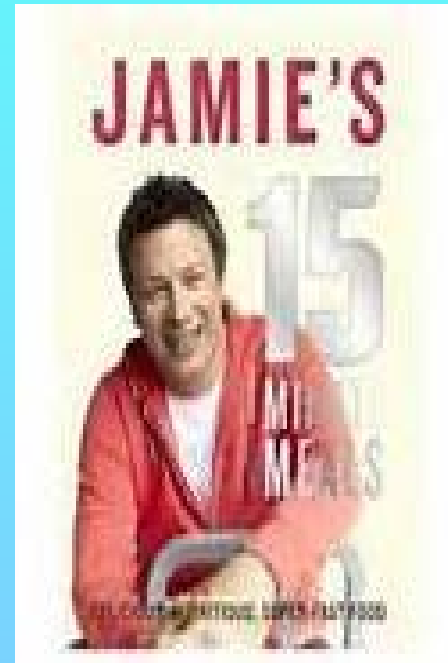
Australian bestsellers 2012

1. *Fifty shades of grey*
2. *Fifty shades darker*
3. *Fifty shades freed*
4. *The Hunger Games*
5. *Catching fire*
6. *Mockingjay*
7. *Jamie's 15-minute meals*
8. *The third wheel (Wimpy kid)*
9. *Jack of diamonds*
10. *The casual vacancy*



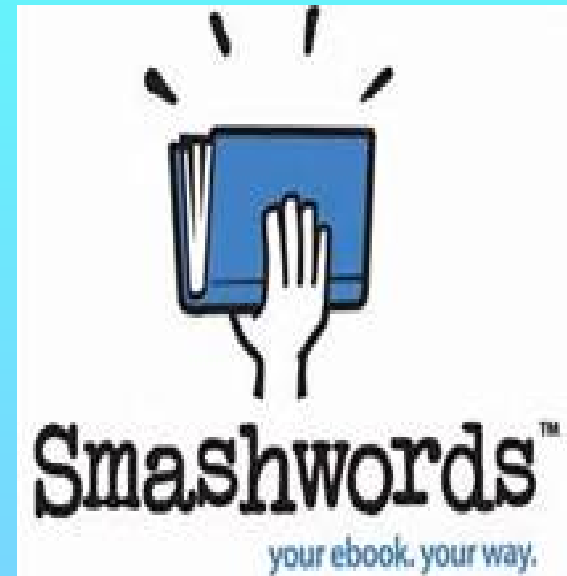
Australian bestsellers 2012 - Non fiction

1. *Jamie's 15-minute meals*
2. *Jamie's 30-minute meals*
3. *Guinness world records 2013*
4. *Jim Stynes: my journey*
5. *Fresh and light* (Donna Hay)
6. *QF32*
7. *Eureka* (FitzSimons)
8. *Black Caviar*
9. *The happiest refugee* (Anh Do)
10. *The no excuses cookbook*
(Michelle Bridges)



Self publishing

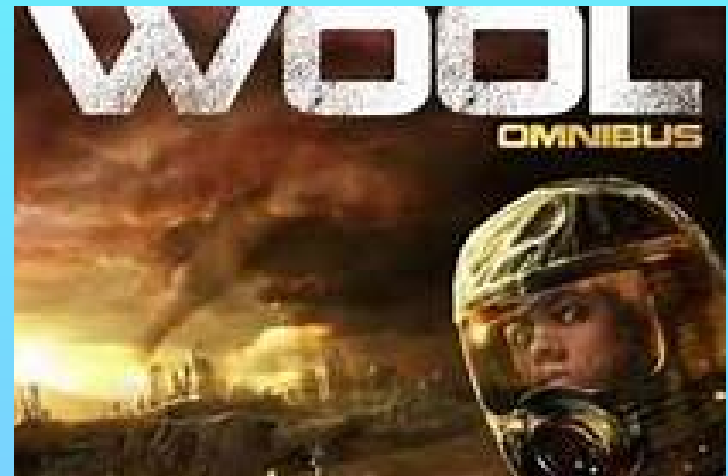
- Each week self-published authors make the ebook bestseller lists as well as lists by *New York Times*, *WSJ*, *USA Today* etc. A year ago this was rare.
- Writers are turning their backs on traditional publishing.
- Smashwords – US distributor of self-published ebooks.
- CreateSpace – Amazon offshoot.
- BookPal – Qld company (begun 2002).



<http://blog.smashwords.com/2012/12/mark-cokers-2013-book-publishing.html>

Wool by Hugh Howey

- Began as a “self-pubbed” digital sci-fi “novelette” in 2011 that grew into a novel after thousands of online rave reviews.
- In a dystopian future, a community exists in an underground silo. Their lives are full of rules & regulations, secrets and lies. The dangerous ones are those that hope and dream – their punishment is being allowed outside.
- Howey finally agreed to sell print rights in Dec 2012 whilst retaining electronic rights & profits – a first in the industry.
- Print version hits US bookstores 12 March.
- Film rights have been sold (Ridley Scott).



[http://en.wikipedia.org/wiki/Wool_\(series\)](http://en.wikipedia.org/wiki/Wool_(series))

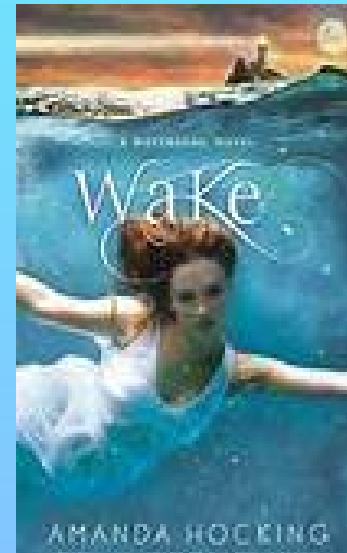
http://www.slate.com/articles/arts/books/2013/03/hugh_howey_and_wool_how_the_self_pubbed_sci_fi_writer_relates_to_fans.html

<http://www.hughhowey.com/>

Amanda Hocking

- US writer young adult paranormal romance fiction.
- April 2010 – self-published 9 novels as ebooks. By March 2011 she had sold over 1 million copies & earned \$2 million in sales – previously unheard of for self-published authors.
- March 2011 – signed \$2 million publishing contract for 4 print books (*Watersong* series).
- *My blood approves* – vampire romance series.
- *Trylle trilogy* – urban fantasy series.
- *Hollowland* – zombie fiction series.
- *Watersong* – paranormal series.

http://en.wikipedia.org/wiki/Amanda_Hocking
<http://amandahocking.blogspot.com.au/>



Good films 2013

- *Cloud atlas* (great book !)
- *Oz the great and powerful*
- *Great expectations*
- *Jack the giant slayer*
- *Warm bodies*
- *Beautiful creatures*
- *Star trek: into darkness*
- *Man of steel* (Superman)
- *JOBS* (Ashton Kutcher as Steve Jobs)
- *The Fifth Estate* (Assange & Wikileaks)
- *The mortal instruments: city of bones*
- *Ender's game*
- *Hunger Games 2: catching fire*
- *Hobbit 2*



More info:

<http://digitalk.edublogs.org/2013/03/01/some-excellent-upcoming-films/>

Oscar nominated films 2013

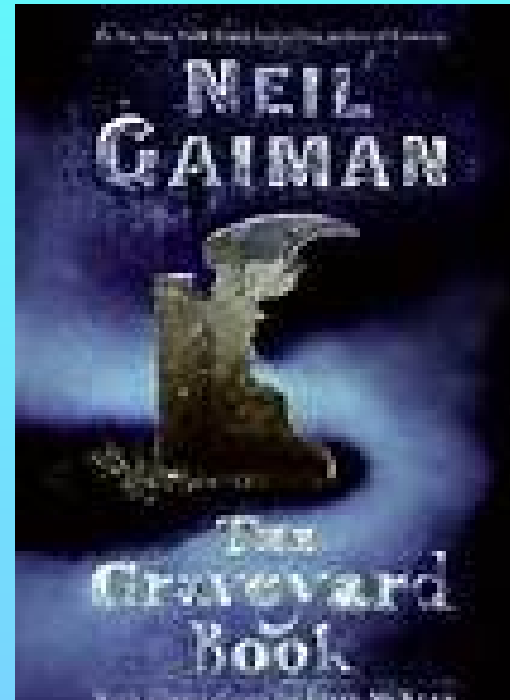
- *Argo* (Best Picture Oscar) – global relations, history
- *Silver linings playbook* – psychology
- *Lincoln* – history
- *Les misérables* – history, novels
- *Zero dark thirty* – crime and deviance, psychology, history, global relations
- *Life of Pi* – philosophy, psychology, novels



http://www.imdb.com/oscars/nominations/?ref=rto_nb_acd

More good films – beyond 2013

- *The graveyard book* – based on the acclaimed book by Neil Gaiman; to be directed by Ron Howard.
- *20 000 leagues under the sea*
- *Star wars : episode VII* – to be directed by J.J.Abrams; due 2015.
- *Hobbit 3* – due mid 2014.



More info:

<http://digitalk.edublogs.org/2013/03/01/some-excellent-upcoming-films/>

TV 2013

- *Batavia* – 6 hour miniseries based on book by Peter FitzSimons
- *Game of thrones* – series 3
- *Paper giants: magazine wars*
- *Power games: the Packer-Murdoch story*
- *The time of our lives* – 3 generations of an Aust. Family
- *Homeland* – series 3
- *The walking dead* – series 3
- New Chris Lilley series



Words of the Year 2012

Macquarie Dictionary

- phantom vibration syndrome - an obsessional conviction that your phone has vibrated with a call, when it hasn't.

People's Choice:

- First World problem - a problem that relates to the affluent lifestyle of the First World

Other category winners:

- technomite
- crowdfunding
- wine flu
- green tape
- diabetesity

http://www.macquariedictionary.com.au/anonymous@9c9986628003/-/p/dict/WOTY12/index_winner.html

Global Language Monitor

1 019 729 words in the English language (1/1/13)

Top word: apocalypse

Top phrase: Gangnam Style

Top 20 include: meme, MOOC, drones, hen (new Swedish pronoun to replace him & her), adorkable (adorable dorks!)

American Dialect Society

Winner: hashtag

Popular: YOLO (You Only Live Once), Gangnam Style, fiscal cliff

Oxford Dictionaries UK

Winner: omnishambles – a situation that has been comprehensively mismanaged

More info:

<http://digitalk.edublogs.org/2013/02/08/words-of-the-year-2012/>

IT'S
ALL
IN
YOUR
HEAD

